

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Outdoor and Branding advertisements at Rajiv Gandhi International Airport by M/s. Laqshya, Media Pvt., Ltd, Mumbai - Sanction of Rs.84,00,000/- (Rupees Eighty Four Lakhs only) including taxes for three months – Orders – Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No.401

Dated:24-05-2013  
Read the following:

1. From Sri. G.C. Shekhar Rao, Regional Manager – Sales, M/s. Laqshya Media Pvt. Ltd., Hyderabad, Dt: 30<sup>th</sup> April, 2013.
2. Govt.Lr.No.2503/PRO/PMU/2013, of YAT & C (PMU) Department, Dt.14-05-2013.
3. Invoice No.LO/HYD/085/2013-2014, from M/s. Laqshya, Media Pvt., Ltd, Mumbai, Dt.15-05-2013.

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**ORDER:**

In the letter 1<sup>st</sup> read above, Sri. G.C. Shekhar Rao, Regional Manager – Sales, M/s. Laqshya Media Pvt. Ltd., Mumbai, has submitted that Airport Medium of promotion at Rajiv Gandhi International Airport and explained that the brand communication needs to be multi-location and executed through a set of media unites. The impact of multiple sites at different location is quite profound. It affords a connectivity which remains with the passenger bringing about the desired perceptual or behavioral change that the brand communication aims at Hyderabad Airport.

2. Accordingly, Government have issued work order in letter 2<sup>nd</sup> read above to take up Airport Medium of promotion at Rajiv Gandhi International Airport for a period of 3 months at the rate of Rs.28,00,000/- per month amounting to Rs.84,00,000/- (Rupees Eighty Four Lakhs only) including taxes.

3. In the reference 3<sup>rd</sup> read above, M/s. Laqshya Media Pvt. Ltd., Mumbai, has submitted bill and requested the Government to release 80% payment i.e., Rs.67,20,000/- (Rupees Sixty Seven lakhs Twenty Thousand only) from the total amount of Rs.84,00,000/- (Rupees Eighty Four Lakhs only) including taxes for three months, (i.e., Rs.28,00,000/- x 3 months).

4. Government after careful examination of the matter, hereby sanction an amount of Rs.84,00,000/- (Rupees Eighty Four Lakhs only) and release an amount of Rs.67,20,000/- (Rupees Sixty Seven lakhs Twenty Thousand only) as part payment to M/s. Laqshya, Media Pvt., Ltd, Mumbai for AP Tourism Promotional towards Outdoor and Branding advertisements at Rajiv Gandhi International Airport for 3 months. Balance amount will be paid in due course.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Laqshya, Media Pvt., Ltd, Mumbai, through on line. The details of Bank account is as follows:-

Account Name	:Laqshya Media Pvt., Ltd
Account No	:004010203161782
Name of the Bank	:Axis BANK Ltd,
RTGS	:UTIB0000004
IFSC Code	

**BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

M/s. Laqshya, Media Pvt., Ltd, Mumbai.  
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

**Copy to:**

The YAT & C (PMU - Claims) Department.  
SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**